

DCH Logistics Company Limited 大昌行物流有限公司

Globalised Tracking to Ensure Food Quality
at its Best
全球化追蹤 確保最佳食品質素

“ As a leading logistics service provider, food safety is always our top priority when we handle food products, especially temperature sensitive ones. We believe that food traceability and supply chain visibility are the keys to ensure food safety. Each step taken within the supply chain needs to be recorded clearly. The GS1 HK traceability platform enables us to track and trace every process along the supply chain. The visibility of cold chain management demonstrates our ability to deliver the best and safest food products, which enhances the consumers' confidence.

作為主要的綜合性貿易及分銷企業，食品安全一向是我們處理食品，尤其是對溫度變化敏感的食品時的最優先考慮。我們相信食品可追溯性和供應鏈透明度是確保食品安全的關鍵。供應鏈中的每個步驟都需要被清楚記錄。由GS1 HK提供的可追溯平台讓我們可以追蹤和追溯供應鏈中的每個過程。冷鏈管理的透明度亦證明我們有能力提供最好及最安全的食品，以增強消費者的信心。”

Mr. David Kuk, Managing Director 董事總經理 谷大衛先生



GS1 Standards used 應用的GS1標準

Global Trade Item Number (GTIN)
全球貿易貨品編碼

Global Location Number (GLN)
全球位置編碼

GS1 Global Traceability Standard (GTS)
GS1全球可追溯標準

Serial Shipping Container Code (SSCC)
貨運容器序號

Electronic Product Code Information
Services (EPCIS)
產品電子代碼訊息服務

Solution(s)/Service(s) applied 推行方案/服務

Cold Chain Solutions
冷凍鏈管理系統

ezTRACK™
蹤橫網™



Challenge

An increasingly globalised food supply chain has brought a much wider choice of food to consumers in China. Yet, it poses an unprecedented challenge to food suppliers and distributors in their efforts to ensure food safety. DCH Logistics is one of the suppliers of a leading e-tailer company in China, and together they (DCH and the e-tailer) teamed up to introduce a traceable food supply chain from farm to fork with the goals to:

- 1 Be a pioneer and industry model in implementing a traceable food supply chain that will ensure food quality and promote brand confidence**
- 2 Boost sales volume by improving customer loyalty**
- 3 Increase process efficiency by enabling better product receiving and reducing administrative cost**
- 4 Enhance visibility along the entire food supply chain**

Both parties have been concerned about the risks associated with frozen food which is temperature sensitive. Although the mainland is now aggressively expanding cold-storage facilities and has plenty of large cold warehouses and transport equipment, irregularities in cooling operations are not uncommon. Without an effective modern management systems, the security and quality of goods are at risk, and ultimately damaging the reputation of the brands and consumer confidence.

Solution

GS1 HK conducted a traceability project on cross-border shipment of grapefruit last year for DCH Logistics. DCH turned to GS1 HK to build up an integrated traceability solution for DCH to have traceable logistics services which live up to the requirements of its buyer, a leading e-tailer in China. DCH adopted GS1 Global Traceability Standards, GS1 ezTRACK™, an EPCIS standard-based globalised track and trace platform and RFID-based cold chain solution. Starting from January 2016, DCH started to implement a full traceability logistics services when managing frozen products from Argentina to Shanghai and to Shenzhen door-to-door services.

GS1 Hong Kong acts as a process consultancy and traceability platform provider to ensure GS1 Global Traceability Standards are strictly followed. DCH is responsible for sourcing overseas products, food

挑戰

日益全球化的食物供應鏈讓中國的消費者有更多食品選擇。可是，食品供應商和分銷商在確保食物安全方面，卻面對著前所未有的挑戰。大昌行物流是中國一家主要的電子零售公司的供應商之一，他們(大昌行和電子零售商)一起引入從農場到餐桌的可追溯食物供應鏈，目標是：

- 1 推行可追溯的食物供應鏈，成為確保食物質素和提升品牌信心的先驅和行業模範**
- 2 提高顧客忠誠度，從而提升銷售額**
- 3 藉著改善產品接收和減低行政開支，提高流程效率**
- 4 提升整個食物供應鏈的透明度**

由於冷凍食品對溫度變化極為敏感，不論大昌行和電子零售商都十分關心運送冷凍食品的潛在風險。雖然內地近年積極發展各種冷凍設備，也有很多大型的冷凍貨倉和運輸設備，但在冷凍操作方面的不當行為仍然相當普遍。欠缺有效的現代管理系統對貨物的安全和質素有一定影響，更可能破壞品牌的聲譽和損害消費者的信心。

解決方案

GS1 HK去年為大昌行進行跨境運送西柚的可追溯計劃，今年尋求GS1 HK的幫助，希望建立一個可追溯的物流服務，以達到買家的要求。而大昌行的買家為中國一間主要電子零售商。

大昌行採用GS1全球追溯標準，GS1的縱橫網™，一個以產品電子代碼資訊服務為本的全球追蹤和追溯平台，以及使用以無線射頻識別（RFID）為基礎的冷凍鏈管理系統。由2016年1月開始，大昌行開始在跨境運送冷凍產品上實行全面的可追溯物流服務，將冷凍產品由阿根廷運送到上海和深圳的門到門送貨服務。

GS1 HK提供顧問服務和追溯平台，確保GS1的全球追溯標準得到嚴格遵從。大昌行負責尋找海外食品，進行食品加工和提供物流服務，而該間電子零售商則冷凍產品分發到銷售點或直接送給顧客。透過採用全球追溯標準，各方都會把可追溯的資料輸入縱橫網™平台，亦得以隨時隨地檢索資料。資料包括產地來源證、訂單編號、最佳食用日期、溫度記錄、運送日期和時間等。

另外，計劃亦使用了一套用全球標準的物流標籤:貨運容器序號(SSCC)去辨別每個分發的物流單位和其內容。再加上QR碼的使用，消費者便能輕易透過於手機掃描所需的追溯資料。

成功完成是次聯合運輸後，大昌行和該主要電子零售商均表示有興趣將解決方案擴展到其他產品類別和其他地區。

processing and logistics services whereas the e-tailer is responsible for distributing frozen products to its outlets or consumers directly. Through adaptation of Global Traceability Standards, each party will share traceability information onto the ezTRACK™ platform in which the information can be retrieved anytime and anywhere. Information includes Certificate of origin (CO), Purchase Order (PO), best before date, temperature records, delivery time and date, etc.

Additionally, a logistics label using global standards - SSCC (Serial Shipping Container Code) is deployed to uniquely identify each distributed logistics unit and its content. Together with the adoption of the QR Code at the item level, consumers are able to retrieve quality traceability information through mobile scanning.

Upon the successful completion on the joint shipments, DCH and the leading e-tailer have expressed the interest to extend the solutions to other product types and regions.

Benefits

With enhanced traceability achieved by ezTRACK™, DCH could readily monitor the entire food supply chain and food quality. Combined with the use of QR Code effectively providing consumer interface, DCH can now:

- 1 Ensure the product quality, and hence consumer safety, by closely monitoring the product temperature via cold chain management**
- 2 Record information in electronic forms and improve the reliability and efficiency of information exchange**
- 3 Connect various stakeholders along the supply chain seamlessly and enjoy a speedy communication with e-tailer**
- 4 Achieve full supply chain visibility from farm to fork and winning the confidence of both trading partners and consumers**

效益

藉著縱橫網™，供應鏈的追溯性得以提升。大昌行和其伙伴可以完全監控冷凍食品整個食物供應鏈和質素。而QR碼亦有效提供消費者介面。大昌行現在可以：

- 1 透過冷凍鏈管理緊密監察產品溫度，確保產品質素，確保消費者安全**
- 2 將資料記錄在電子表格上，改進資料交換的可靠性和效率**
- 3 無縫地連繫供應鏈中不同持份者，與電子零售商快速溝通**
- 4 建立由農場到餐桌具透明度的食物供應鏈，贏得貿易伙伴和消費者的信心**

About the company 公司簡介

DCH Logistics provides one-stop professional logistics services to customers in the mainland and Southeast Asia, including transportation and shipping of general merchandise as well as cold-chain logistics in the delivery of various high-end frozen foods, cosmetics and other frozen products. DCH Logistics specializes in food and cold chain management and consultancy services, operating physical facilities including multi-temperature warehouses and delivery trucks with advanced refrigeration-monitoring technologies. Great importance is placed on employing modern cold-chain logistics management systems and operation processes to comply with the stringent requirements of multinationals to ensure food hygiene and safety.

大昌行物流為中國大陸和東南亞顧客提供一站式專業物流服務，包括運送和航運一般貨品，以及不同高檔冷凍食品、化妝品和其他冷凍產品的冷凍物流。它亦專門從事食物和冷凍鏈管理以及顧問服務，營辦實質設備，包括多溫度貨倉和運送貨車，有先進的冷藏控制技術。他們十分重視運用現代的冷凍物流管理系統和操作程序，應付多個國家的嚴格要求，以確保食物的衛生和安全。

